

Neckwear.

North Entrance
to Left.

Low prices in this department—splendid assortments—account for lively selling.

BIG LINE of White Lawn twice around ties..... 25c

WHITE LAWN twice around ties, with colored stitching..... 35c

LAWN twice around ties with fancy points and ends..... 50c

A BEAUTIFUL line of fancy silk twice around ties at 85c, 90c, \$1.25 and \$1.85

LACE around embroidery collar points from 12 1-2c up.

BEAUTIFUL hand made collar points at 60c, 70c and \$1.00 each.

THE LATEST white collar points with colored edges, 35c and 45c

AN EXQUISITE line of liberty silk boas, 45 inches long, in white, black and white, only..... \$3.75

Art Goods.

South Entrance,
Main Aisle.

A FORTUNATE PURCHASE of a special lot of stamped hemstitched linen pieces, consisting of scarfs, center pieces, tray cloths, lunch cloths, stamped for white work and in floral designs, enables us to offer the line at a reduction of a third to two-thirds—a most interesting inducement..... 33c

COTTON CUSHION GIRDLES—one finishes a cushion. The price is about cut in two as a little inducement..... 13c

Notions.

GENUINE CORAL in long and short neck chains, 75c, \$1.50 and \$2.00.

BLACK SILK BELTS with oxidized and gilt trimmings, with large back brushes, black and white elastic belts. From \$1.00 to..... \$4.00

A full line of mercerized Cords, in all colors, used for cushion covers, are reduced to the low price of, per yard..... 10c

Baby Go-Cart Sale.

Basement
Section.

RECLINING BACK GO-CARTS, made of reed, shellac finish, rubber tires, steel wheels, upholstered in damask, loose cushions, mercerized sateen parasol. Monday..... \$10.50

A MANUFACTURER'S sample line of Hammocks will be placed on sale this week—no two alike—at a big reduction from regular prices; some with valence, some without; lay back pillows, detachably secured, upholstered and trimmed. Included in the lot are a few Children's Hammocks. Prices, each, from 70c to..... \$6.50

WE WILL PLACE on sale 25 full size Iron Beds, with spring and combination cotton Mattress. The beds are in apple green and white, and gold and white; 1-inch posts, with heavy filling; nicely ornamented; a good, solid, substantial outfit. The three pieces, while the quantity lasts, for..... \$15.50

HIGHLY POLISHED Porch Chairs, perforated seats, each..... \$1.00

RATTAN COUCHES, full size, well constructed, each..... \$9.50

Lace Curtains.

Basement
Section.

We invite all prospective Lace Curtain Buyers to the extraordinary values we offer for this week's selling. Just now we are presenting the greatest bargains in Lace Curtains obtainable in Salt Lake. There are Point Lace Curtains, in which every bit of lace is hand made; real hand made Battenberg Curtains in the most artistic designs; Bonne Femme Lace Curtains; Brussels, Renaissance, Cluny, Arabian Curtains, and others in great variety.

\$8.50 pair for hand made Battenberg, Marie Antoinette, Cal-edge. Unprecedented value.

\$12.50 pair for Saxony Brussels Curtains, French hand made Arabians, elaborate borders. Beautiful parlor and library curtains.

\$8.50 pair for hand made Battenberg, Marie Antoinette, Calais and Duchesse Point Lace Curtains.

\$3.95 pair for Red Applique Lace Curtains, suitable for hall, library and dining room windows, mounted on durable net.

\$6.95 pair for fine Brussels Lace Curtains, handsomely worked designs, values never equaled.

\$1.49 pair for Ruffled English Bobbinet Curtains, deep ruffle, full size.

Ladies' Suits.

South entrance,
Main aisle, rear.

We are receiving daily by express new Street Suits in the latest cloths and the latest ideas for late spring wear—stunning costumes. These beautiful garments embody the brightest suggestions in style and are made by famous artists, which give the wearer a gracefulness of figure never obtained except in the finest and most perfect fitting dresses. They are ideal. They come in light gray and tan mixtures. We have this week received about thirty suits, in all sizes from 32 to 40, at prices ranging from \$35 to \$60. Children's and misses' Corset Waists, infants' Waists, six months to a year, nice fine material..... 45c

Similar, single-ply material..... 25c

Child's Waist of nice quality, single ply material, nicely corded. One to twelve years..... 25c

Extra fine material and finish, double ply, nicely corded throughout. Sizes four to ten years..... 50c

Girls' shirred Waist, made of fine quality of cambric, trimmed with lace or embroidery edging and baby ribbons. Ages one to ten years..... 50c

Same style as above, untrimmed..... 25c

BOYS' STOUT COTIL WAIST with removable elastic straps, adjusted at the back; button-up front with garters attached..... 50c

Wash Goods.

North entrance,
Main aisle.

A splendid showing in a full line of Table Padding, yard from 40c up.

21-inch Batiste Lawns, in pink, blue, tans, black, white, lavender and other colors. It is a nice, unexpected bargain at..... 15c

Embroidered Batiste and Lawns, in all the latest designs and colorings. Splendid prices, while they last..... 17½c

32-inch Oxford Sheeting, in all colors, in dots and stripes..... 17½c

26-inch French Percales, just the goods for summer shirts and shirt waists. An opportunity..... 17½c

INDIA LINENS, Persian Lawns, French Batiste, French Organdies, Silk Batiste, Silk Mulls, Mull Chiffons, Dotted Swiss Embroidered Linens, Embroidered Linen Waist Patterns, all at reduction as worth buying.

Honesty Men and Character in Women

REPRESENT A KEYSTONE TO SOCIETY.

In commercial circles a house is respected because of its stability. Equally essential is honesty in advertising. Notwithstanding, artificiality is severely evident in some advertisements. Considerable pains is gone to to hoodwink bargain-seekers.

We believe in a modest presentation of prices. Buyers investigate, then appreciate. We have made no misstatements. Therefore whenever Keith-O'Brien Company submit prices, depend upon the information being reliable.

It is our belief that prices in every department are lower than the prices which have long prevailed in Salt Lake. Each department is instructed to mark goods low—to win thereby the confidence and support of the masses.



LADIES' SHIRT WAISTS.

We are sole agents for the celebrated John Forsyth Waist, known from coast to coast. It is strictly tailor-made, with cuffs attached and always without collars; yoke back and box pleated. It is the adopted style of this season. These waists will be sold at the same prices as at Forsyth's Waist Store on Broadway, New York. Western agents add 50 cents to cover expressage or freight, but we make no additional charge.

Madras, \$3.50; latest Madras shirting and waistings, also white.

Cheviots, \$4.50; latest cheviot waistings, also white.

Mercerized cheviot, \$7.00; striped, figured and white.

Sizes 32 to 44, bust measure.

Domestics.

North Entrance,
Main Aisle.

Monday morning we will place on sale remnants of Prints, Percales and Gingham. Our Domestic Department is large and the lines offered are all new and comprise the best outputs of leading mills. We are having vigorous selling in this department, with satisfactory range of prices and styles. Working people are beginning to find we appreciate their coming in the low price presented to them. The lines we offer are the best and they have the staying qualities—like tried friends. There are no seconds among the lengths. The lines from Simpson's include silver grays, black and white and Sheppard plaids; American, indigos and shirtings; Merrimac, Brazilian, tarian red and percales. The gingham are in lengths from 3 to 12 yards, all choice patterns. We propose to keep low price talk going the rounds and will sell them all at..... 5c

MARCHMONT ZEPHYRS—A line of splendid Gingham, worth much more than our price, sold at higher prices everywhere. Included in the sale are 50 pieces..... 8½c

GLOSSELES—New ideas in prints—all foulard patterns. Come early. Real bargains..... 5c

LAXLEY ZEPHYRS—Assorted shades and stripes. We sell low but our price is further reduced to..... 7½c

Toile Nord Gingham is the line we have pushed, kept it moving because it is extremely popular. No duplicates in the patterns; all choice designs..... 10c

GENUINE RANCHMEN'S Twills in black and blue. Women are, of course, conversant with the line. They know it is unusually low at..... 10c

Boys' Clothing Dept.

BOYS' SAILOR SUITS of blue Cheviot, large sailor collar with 8 rows of silk braid, silk bow on the front and tucked cuffs. Knee pants, with patent belt..... \$2.75

Ages 3 to 8 years.

Hosiery.

South Entrance
Main Aisle

Our hosiery counters draw heavy trade because the line is all new, the styles are the very latest and prices the most reasonable in Salt Lake. Especially in the line of hosiery do we lead in selections as in low prices.

Fancy line of hosiery threads, including the allover lace, the lace with the silk embroidered ankles and silk embroidered stripes, in black, tan and white. Complete line..... 75c

The box sale of Hosiery will continue throughout the week. The famous Hermsdorf dye Hose, four pairs in a box..... \$1.00

Three pairs in a box of the finer quality..... \$1.00

The mercerized silk Hose for infants comes in black, white, blue, pink and red, at the exceedingly low price of..... 25c

Misses' fancy lace trimmed Pants, 15c and..... 25c

Misses' Umbrella Union Suits, all sizes, 25c, 50c and..... \$1.25

Misses' ribbed Jersey Vests, in white, in the high neck, long sleeved and the low neck or short sleeves, according to sizes 25c to..... 35c

Boys' summer Shirts and Pants, in the white, natural and balbriggan in all sizes and prices.

Laces.

The antiques are the newest in laces, which we offer in the following widths and prices:

7 inches wide, 8 inch, 5½ inch and 6 inch, all offered at a remarkable reduction.

These laces are bought regular and prices are known to be much in excess of..... \$1.00

The 3-inch Antique is lowered to..... 35c

These are suitable for dress trimming and waists and in making laces.

We have reduced the price of Cotton Laces, suitable for summer wash goods, in galloon or medallion patterns, in cream, ceru and white..... 7c

Another line in same colors in straight galloon or medallion style will be disposed of at the reduced price of..... 17c

Toilet Goods.

Chamois Skins are carried in cream, yellow and pearl gray. The smaller sizes are 5 cents, mediums 10c to \$1.00 and larger sizes \$1.50. The pearl gray is carried exclusively. It is washable and when dried is soft and nice, no other chamois skin retaining its softness after having been washed. Handled by us alone and being low in price it will undoubtedly be in demand.

A full line of sponges is carried at lowest prices.

Men's Furnishings.

South entrance,
To Left.

Our Outfitting Department is attracting attention among men who observe taste in matters of attire. The line is exceptional—clearly forcing the department to first place in attention in fashionable circles.

On Monday a special 50 cent Neckwear Sale will be inaugurated. The beautiful assortment is replete with newest designs in regulation ties and novelties. The tacked Ascot is an English woven De Joinville of selva edge and can be employed as a four-in-hand or puff scarf. The four-in-hand will be exhibited in different widths, some are reversible, some lined. It is especially recommended to go with our new turned down collars. The Teck scarf will be shown. A made-up tie it has the appearance of a four-in-hand. The ready-made puff tie is a reproduction of the Ascot.

As a special novelty the Pointed End Clubhouse Tie is offered approbation. Should any scarf purchased not be of exact length, width or shape preferred—or special shape more pleasing to the fancy, the neckwear factory—a feature new in the west—will make and adjust the tie correctly.

In this department also ladies' Stocks and Neckwear in newest styles are displayed.

The Shoe Department.

Do You Know the Difference Between a Boot and a Bootikin?

Do you know the difference between a boot and a bootikin?

There are several kinds, according to the common acceptance of the term "boot." The one we are most interested in is more properly known as the ankle boot and is fastened to the foot with laces, buttons or elastics. When perfectly designed and fitted by men who have made a careful study of the anatomy of the foot, it becomes a restful luxury to the wearer instead of a torture. The boot or bootikin is an entirely different proposition and was formerly used in Scotland as a torture to force confessions from persons accused of crime. We often think while removing a boot from the foot of a lady or a child that some former salesman had mistaken the customer for a criminal.

If you are a thoughtful mother or father and do not see that your children's feet are properly fitted you are guilty of criminal negligence.

There has never perhaps been a time or a place in this city where you could so conveniently have your children's interest looked after as in our shoe department today. Their feet can be shaped to a perfect model and now is the time to commence.

Suppose you buy a pair of shoes elsewhere "Worth \$4.00; now marked 98 cents," is that going to obviate the enlarged joints, the ingrowing toe nails, the corns or the caloused heels, all heirs to ill-fitting shoes or boots?

To have feet fitted correctly, correct lasts must be used, and as feet differ in widths many widths in each particular line are required. In our stock you will find every line carried from three to six widths. If your child has the habit of toeing in or is troubled with pes planus or weak ankles, have it fitted with the proper shape toe to correct these evils. Have the shoes so adjusted that the repairs will at once be noticeable and permanent.

Our foot form lasts and orthopedic toes for boys, youths and little men, and misses and children are attracting satisfactory attention.

Sheets and Sheeting.

North entrance,
Main aisle.

WE SUBMIT for sale Hamilton Prints in linen finish and colors, the latest from the looms..... 6½c

Housewives are usually clever shoppers. We direct their notice to an assortment of Foulard Finished Prints from yard, 7c to..... 8½c

AN INTERESTING SUGGESTION is a large line of Pillow Cases, pair, 20c to..... 50c

Sheets are a surprising bargain at, each 50c to..... 87½c

OUR LINE OF SHEETING awakens the admiration of every lady who examines the line and notes prices. Pillow Cases and yard wide Muslins in all the best makes at surprising prices. Ask to see them.

Keith-O'Brien Co.

Keith-O'Brien Co.